

## METHOD OF POPULATING AN EXPLICIT PROFILE

## ABSTRACT OF THE DISCLOSURE

5 During initialization of an explicit user profile for  
a recommender system, the user rates only one or more  
supersets of attributes and/or one or more consistently  
recurring attributes from the total set of attributes which  
may be employed by the recommender system to generate  
10 suggestions. While viewing lists of subject matter to  
which the recommender system relates at any time  
thereafter, the user may view and manipulate individual  
ratings for all attributes associated with a particular  
list item. The explicit profile is updated by addition of  
the item and associated rating value or replacement of the  
15 current rating value with the new value entered by the  
user. The profile may be supplemented with implicit  
ratings based on the user's viewing history.